

### **REMARKS**

At the outset, the Examiner is thanked for the thorough review and consideration of the pending application. The Office Action dated July 26, 2010 has been received and its contents carefully reviewed.

By this Response, claims 19 and 24-30 are cancelled. And, new claims 31-40 are added. No new matter has been added. 31-40 are presently pending in the application for consideration. Reconsideration and withdrawal of the rejections in view of the above amendments and the following remarks are respectfully requested.

In the Office Action, claims 24 and 28 are objected to because of informalities: grammatical errors; claim 19 is rejected under 35 U.S.C. § 103(a) as being unpatentable over *Yui* (US 5,677,741) in view of *D'Souza et al.* (US 7,046, 255) and further *McKinnon et al.* (US 6,227,668); claims 24-26 are rejected under 35 U.S.C. § 103(a) as being unpatentable over *Yui* in view of *Kimura et al.* (US 6,008,786); claim 27 is rejected under 35 U.S.C. § 103(a) as being unpatentable over *Yui* in view of *Kimura et al.* and further in view of *D'Souza et al.*; and claims 28-30 are rejected under 35 U.S.C. § 103(a) as being unpatentable over *Yui* in view of *Kimura et al.* and further in view of *McKinnon et al.* Applicants respectfully traverse the rejections.

Applicants respectfully submit that *Yui* does not disclose at least, for example, “a lookup table for storing gray scale values of image information including R, G and B data, and storing a gray scale value of a bit of the B data prior to a bit at which a color reproducibility is reduced, as a gray scale value of bits from the bit at which a color reproducibility is reduced to an uppermost bit” as recited in amended claim 31.

And *D'Souza* does not disclose at least, for example, “a lookup table for storing gray scale values of image information including R, G and B data, and storing a gray scale value of a bit of the B data prior to a bit at which a color reproducibility is reduced, as a gray scale value of bits from the bit at which a color reproducibility is reduced to an uppermost bit” as recited in amended claim 31.

On the contrary, D'Souza merely discloses that "Image data in the form of RGB values, representing the three constituent colors of red, green and blue, is input into a color filter 202. Also the RGB' linearized values are then input into a gamut shifting array including a number of multiplication look-up tables (MLUTs). And the adders 222-226 sum each of the three MLUT output values to collectively obtain the RGB" output. According to one embodiment, the addition operation is performed by the adders 222-226 when data is requested. Finally, the output for adder devices 222-226 are communicated to a set of non-linearization color look-up tables (CLUTs) 228-232 which perform a final transformation to compensate for monitor specific input/output characteristics". (See Col 5., lines 3-5, 10-12 and 25-33,. FIGs. 2 and 5).

Thus, Yui and D'Souza fail to teach or suggest at least "a lookup table for storing gray scale values of image information including R, G and B data, and storing a gray scale value of a bit of the B data prior to a bit at which a color reproducibility is reduced, as a gray scale value of bits from the bit at which a color reproducibility is reduced to an uppermost bit" of the claimed invention.

Further, Applicants submit the other cited references fail to remedy the deficient teachings, as such no combination of the cited references would provide a liquid crystal display device having the combination of features recited in independent claim 31 and its dependent claims 32-35, nor a method of improving a color reproducibility of a liquid crystal display device having a combination of features as recited in independent claim 36 and its dependent claims 37-40.

Applicants believe the foregoing amendments and remarks place the application in condition for allowance and early, favorable action is respectfully solicited.

If for any reason the Examiner finds the application other than in condition for allowance, the Examiner is requested to call the undersigned attorney at (202) 496-7500 to discuss the steps necessary for placing the application in condition for allowance. All correspondence should continue to be sent to the below-listed address.

If these papers are not considered timely filed by the Patent and Trademark Office, then a petition is hereby made under 37 C.F.R. §1.136, and any additional fees required under 37

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C.F.R. §1.136 for any necessary extension of time, or any other fees required to complete the filing of this response, may be charged to Deposit Account No. 50-0911. Please credit any overpayment to deposit Account No. 50-0911.

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